



Proposed Football Stadium Mitigation Recommendations

1. Adopt Occidental corridor.

Fund maintenance and operational improvements to this park to strengthen the character and identity of the corridor as a whole, secure the integrity of this place as the heart of Pioneer Square, and knit the stadium and Pioneer Square together across property boundaries. We propose that First & Goal / the Public Stadium Authority initiate and participate as a major partner in "adopting" Occidental Corridor as described on page 8.

In addition, First & Goal should participate in a task force with other local developers to develop a strategy to leverage development of the two parking lots at Washington St. and Occidental. Attract first-rate cultural uses to this site.

2. Design, fund, and develop a neighborhood-wide Navigation System.

A navigation system realizes the neighborhood mandate to strengthen the character and identity of Pioneer Square while also providing critical wayfinding support to thousands of visitors, event-goers, and transit users that pass through the district every day. See the description of the Navigation System on page 6.

3. Implement the projects identified in the 1998 Art and Legends plan near the football stadium/exhibition center site.

The Art and Legends plan will serve as a comprehensive framework for implementation of major public art and historic interpretive projects. The Art plan will identify opportunities for public art in the neighborhood, establish terms and concepts for public art projects, describe the connection between the Art and Legends plan, develop recommendations for Gateway locations and themes, and propose methods and policy guidelines for hiring artists. The Legends plan will identify locations and themes for historic interpretive sites, develop a guided walking tour through the neighborhood, and develop specific site recommendations. Once this framework is established, specific projects identified at the football stadium / exhibition center site boundaries should be developed, funded and constructed by First & Goal / the PSA.

4. Fund identified capital improvement projects to complete Occidental Corridor.

Funding the capital improvements identified on page 8 for Occidental Corridor would secure the future of this important public space.

Broadening Residential Availability

Objective: Increase the residential population in Pioneer Square while integrating the current population and maintaining historic character

Increased housing density has long been a priority for Pioneer Square because continued viability of the neighborhood depends heavily on an expanded residential population. The neighborhood supports the targets defined for housing in the City’s 1994 Comprehensive Plan. Targets for low-income housing have already been met, high-income housing is more likely to be provided through market dynamics, so attention will be focused primarily on catalyzing middle-income, affordable housing. The community is committed to encouraging private development of middle-income housing through implementing incentives, marketing the neighborhood to developers, and facilitating partnerships for development of targeted properties.

The focus must also be on protecting the historic character within the District, and developing special strategies to preserve and expand the supply of artist live/work housing. These units are typically located in unrehabilitated buildings vulnerable to redevelopment.

Guiding Principles

- Initiate housing development through both renovation of historic structures and new construction
- Implement incentives to encourage private development of mixed-income housing
- Actively promote housing development opportunities on targeted sites in Pioneer Square
- Secure the Kingdome North Lot for a mixed-use development substantially devoted to housing
- Protect the existing supply of artist live/work space and expand artist housing opportunities
- Promote development of businesses needed by residents: grocery, hardware, pharmacy, service retail, etc.
- Maintain existing supply of low and middle-income affordable housing, including mission and shelter beds

Current Housing Supply and Targets

See the table to the right for the current supply of housing units. Given that Pioneer Square’s target is to achieve a balance in the income levels of the population, there are two residential groups that should be included in this discussion: emergency shelter residents, and artists living in their studios. Both groups are important members of the Pioneer Square community, but aren’t accounted for when housing units are tallied in the typical manner. Beyond the 110 transitional shelter beds, which are included, there are also 562 emergency beds in shelters in Pioneer Square, for a total of 672 shelter beds. There are 300+ artist studios currently in Pioneer Square, many of which are used for residential as well as work space.

The City of Seattle’s 1994 Comprehensive Plan calls for an additional 2,100 households in Pioneer Square by 20 14. The community of Pioneer Square endorses this goal, and defines its target population mix at 1/3 low-income (earning below 80% median income), 1/3 middle-income (80% - 120% median income), and 1/3 high-income (above 120% median income) residents. Low-income housing is defined as the total of transitional shelter beds and housing units below 80% of median income. (Again, the 562 emergency beds are not included.) This sector will continue to be above target until total housing reaches 1,970, when it may be necessary to add more units. However, if a substantial number of existing artist studios become legal for artist live/work use without rent escalation, then these units can fill most of the gap to meet the target for low-income units. To meet targets for middle and high-income residents, Pioneer Square needs roughly an additional 915 units of middle-income and 821 units of high-income housing.

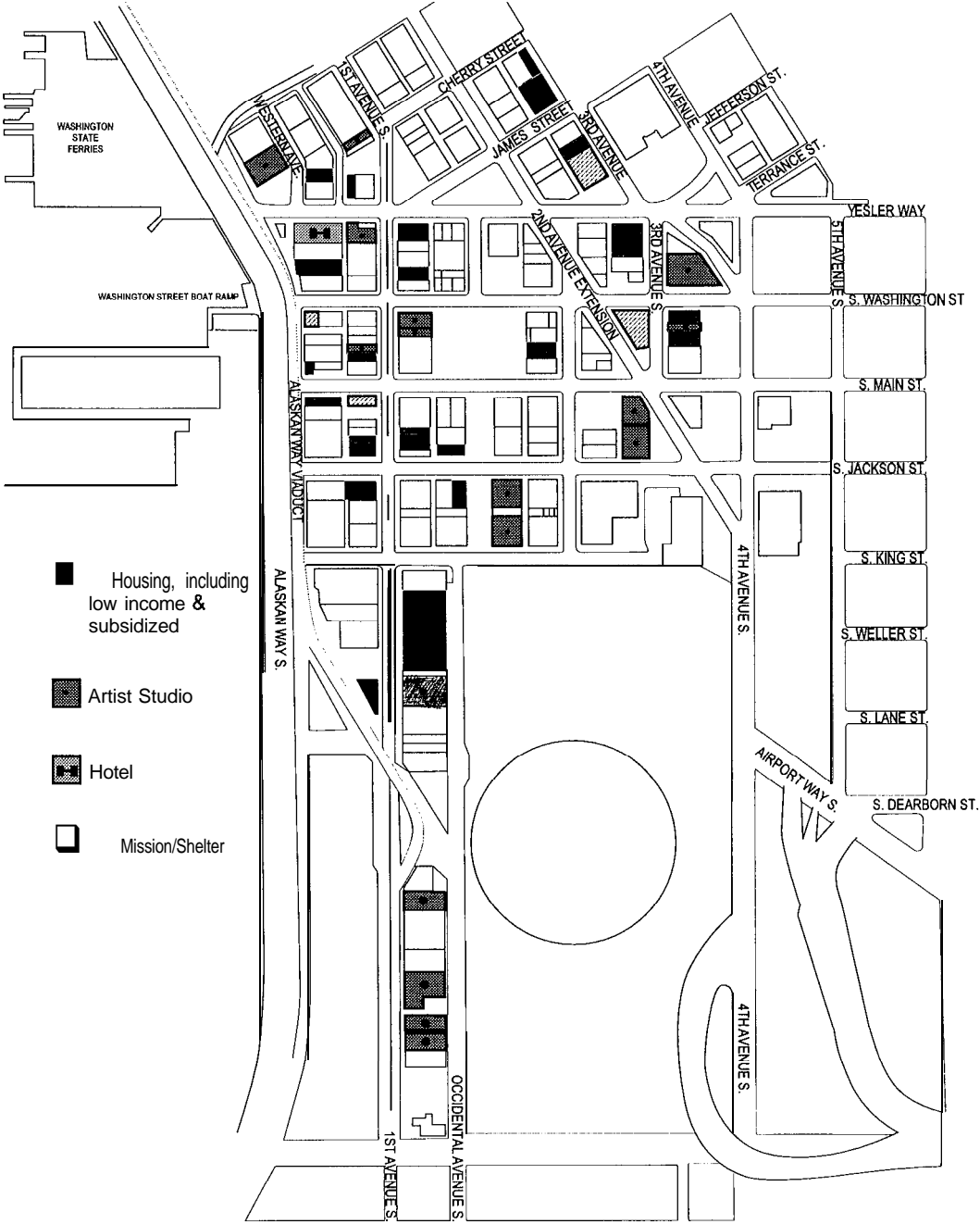
Initiatives shall be directed towards catalyzing the private development of housing to meet the above targets for middle-income and high-income housing. Some recommendations will be aimed primarily at catalyzing affordable middle-income housing, some will be aimed at protecting and expanding artist live/work housing, and some will be aimed more generally at catalyzing housing at any income level. Housing developments which provide units for a mix of incomes will be preferred over those that target one income level exclusively. See the map of Potential Housing Development for target properties on page 15.

Current Housing in Pioneer Square

Qty	% of Total	Type of housing by affordability	Definition	Typical Rent *
110	12%	transitional housing in shelters/missions	not including emergency beds	
497	54%	low income subsidized rentals	below 50% median income	< \$482
49	5%	low - middle income rentals	50% - 80% median income	\$482 - \$792
85	9%	middle income rentals	80% - 120% median income	\$792 - \$1205
179	20%	high income rentals & condominiums	above 120% median income	> \$1205
920		Total		

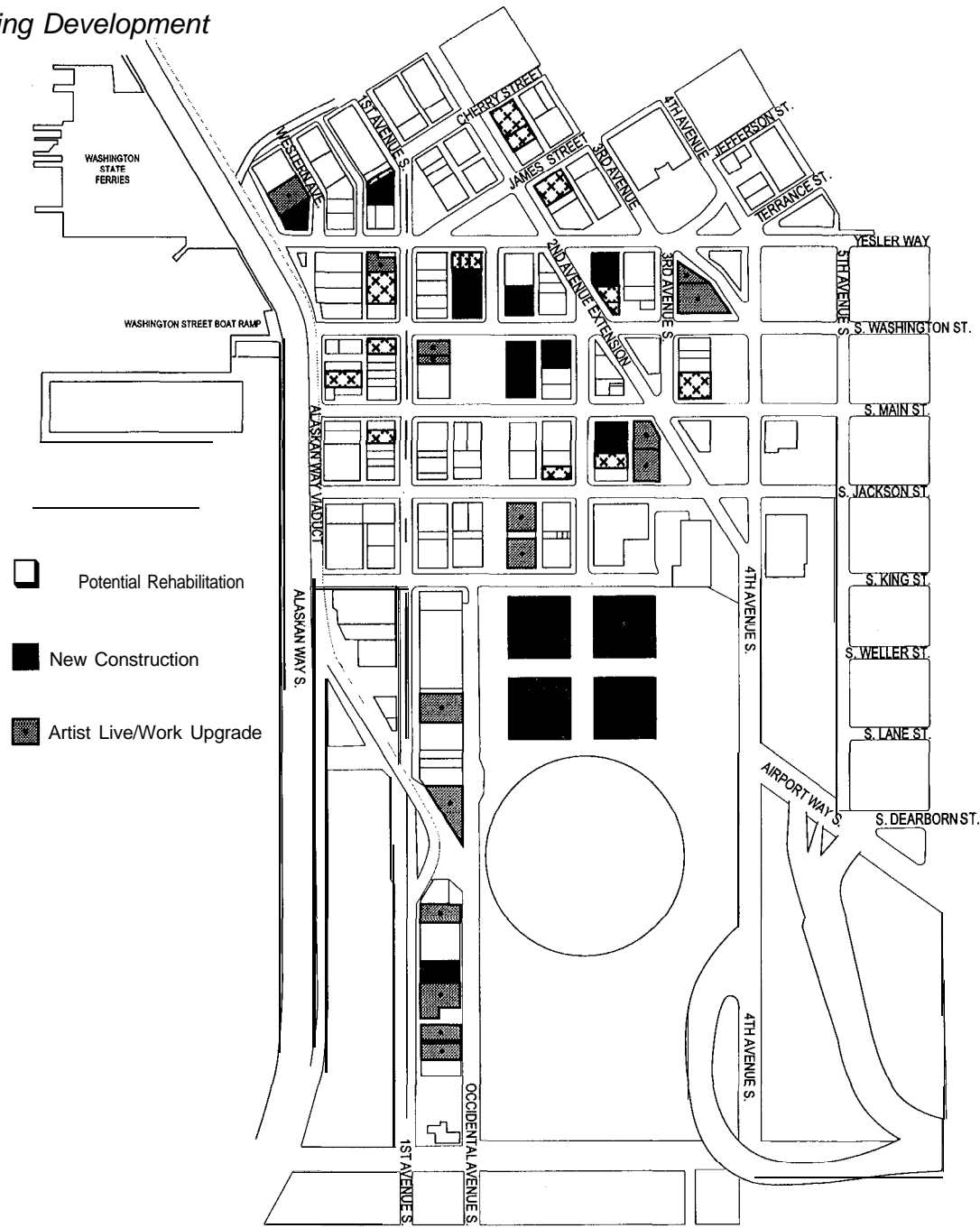
*rent for a one bedroom unit based on 1997 median income of \$39,920 for households of 1-2 people.

Existing Housing Sites



Target Qty	Current Qty	Additional Units Needed	Type of Housing
110	110	0	transitional housing in missions/shelters
497	497	0	low income housing, including artist live/work spaces
393	49	344	low - middle income, including artist live/work spaces
1000	85	915	middle income, including artist live/work spaces
1000	179	821	high income
3000	920	2080	Total

Potential Housing Development



Recommendations

1. Dedicate City staff time and resources to **support the local initiative to encourage private housing development** by participating in the Pioneer Square Housing Work Group. This public/private partnership organization will:
 - Poll developers who have developed or researched the development of market-rate housing in Pioneer Square in order to better understand the housing market conditions and identify the primary obstacles
 - Implement an incentive package to catalyze new development and rehabilitation of historic structures for housing
 - Develop marketing information for housing developers: incentives available and how they can be used; market data – tenant profiles, desires, target rents; information on getting through permitting and Preservation Board processes efficiently; brief case studies of housing development success stories
 - Help advocate Pioneer Square to potential developers
 - Facilitate partnerships between for profit developers and non-profit sponsors for housing development.
2. Secure a **commitment for mixed-use development on the Kingdome North Lot** with a significant portion of units for middle-income affordable housing by 2005. This may entail a conditional property transfer of the Kingdome site, changing zoning for this site to give housing the advantage over commercial uses, implementing special incentives to ensure housing development, and requiring through the Master Use Permit that a parking structure on the North Lot be built concurrently with the stadium development. First & Goal and the PSA should identify a developer early in their project development and work collaboratively to prepare this site for development soon after completion of the stadium and exhibition center.
3. **Streamline the permitting process** at Department of Construction and Land Use (DCLU). Make the inspection and permitting process more efficient and timely for developers. Assign staff in DCLU to assist developers of housing projects in Pioneer Square in working through the permitting process as efficiently as possible. This liaison or “internal navigator” will share expert advice to developers in both the Master Use Permit and Preservation Board processes.
4. Evaluate the feasibility of **making potentially surplus publicly owned properties available for conversion** to mixed-income housing. Consider the feasibility of trading public properties for private properties of equal value which may be more suitable for housing. Potential properties

- include:
- City: Alaska Building, Public Safety Building, Dexter-Horton Building
- County: Toshio Kaplan Building, Johnson Building
- Port of Seattle: Pier 46 and Pier 48.
5. Implement specific measures to **protect the existing supply of artist studios** and encourage their rehabilitation to legal artist live/work status without undue hardship on the resident artists. This may entail:
 - amending the existing code for artist live/work units
 - providing a loan program for studio upgrades for existing live/work units (housing or small business loans)
 - coordinating tenants for concurrent studio upgrades so materials and labor may be purchased jointly
 - creating incentives for the development of new affordable artist live/work units.
 6. Develop, acquire or lease municipal or non-profit **parking facilities for residential storage use.**
 7. Support efforts to **improve Pioneer Square’s image.** For housing development to succeed, potential developers and, ultimately, tenants must feel the neighborhood is safe, healthy and thriving. This entails resolving cleanliness and civility problems as well as changing the media’s depictions of Pioneer Square. See the Public Spaces and Economic Development sections for details.
 8. Provide **infrastructural improvements** to areaways to reduce the cost burden on potential developers. Invest in street improvements and utility upgrades to satisfy demands of the expanded residential population. Promote the use of areaways as rentable area. Explore opportunities for enhancing economic benefit of areaways, a special feature of the Pioneer Square Historic District.
 9. Include Pioneer Square in the City’s study to promote **Transit Oriented Development** near RTA stations.
 10. **Attract amenity businesses** needed for expanded residential population as first-floor tenants of new developments – pharmacy, grocery store, hardware store, etc., – through marketing efforts and public/private development partnerships.

Incentives to Explore – Both Existing and New

A package of incentives must be put together to catalyze housing development that is appropriate for Pioneer Square. Incentives must encourage the rehabilitation of historic structures for housing as well as new construction. Incentives must be tailored to encourage the type of housing preferred, on the identified sites, and supporting a mix of the targeted income levels. Improvements to existing incentives and regulations and the addition of new ones should be researched and a specific package proposed.

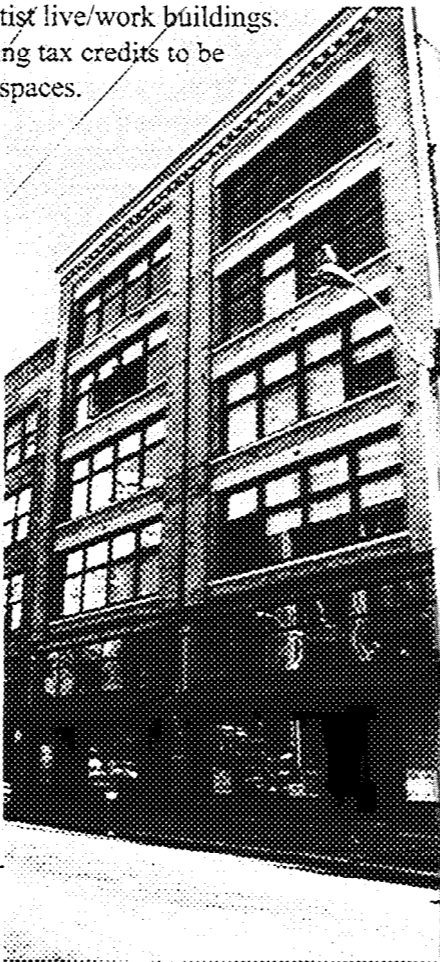
Existing measures: Analyze the effect of existing measures. Strengthen or revise incentives that have proven less effective, and promote those that have been more effective. (For complete information on these codes and incentives, contact the Pioneer Square Preservation Board.)

1. Building code relief for historic structures: where specific requirements of the building code may be modified by the Director of DCLU for designated National Register or City of Seattle Landmark buildings and historic district contributing buildings.
2. Special tax valuation for historic buildings: where the owner of a historic property may subtract rehabilitation costs from the assessed property value for up to 10 years.
3. Federal investment tax credits: where owners of contributing buildings to the National Register District and individually designated properties may take a 20% income tax credit on the cost of rehabilitation. (Consider expanding these.)
4. Facade easements: where owners of contributing buildings and individually designated properties may give control of a property’s facade to a non-profit preservation organization. The value of the easement donation may also be taken as a tax deduction.
5. Height limits for residential use in Pioneer Square mixed zone: where maximum structure heights limits are raised to 120’ from 85’ or 100’ if at least 75% of the gross floor area is residential use. (Consider raising this 120’ limit on specific sites.)
6. Minimum maintenance ordinance: This 1978 City Ordinance established minimum maintenance standards for District buildings and enforcement of these standards. It used a revolving fund, now redirected, to cover City costs for repairing, altering, and preserving substandard buildings until such costs were recovered from property owners. (Secure funds for this revolving fund.)
7. Height limit of 15’ above highest building on the block: In the 100’ height district, no structure is allowed to exceed the height of the tallest building on the block or adjacent block front(s) by more than 15’. (Consider raising this 15’ limit on specific sites.)

8. Caretaker units in commercial buildings: where one caretaker residential unit is allowed in each commercial building. (Advocate for more properties to include a caretaker unit, and promote their use for artist live/work space where appropriate.)

New *measures:* Analyze the feasibility and potential effect of the following possible new incentives.

1. Implement Chapter 375 for housing to retain pre-development tax valuation 10 years after construction.
2. Develop and implement disincentives for surface parking lots and vacant property.
3. Amend the state tax code so housing property is taxed at current use rather than “highest and best use”.
4. Expand existing incentives targeted at developing housing for below 50% median income to 50% - 80% median income.
5. Implement property tax exemption for housing up to 100% of median income.
6. Implement sales tax exemption for construction costs of housing up to 100% of median income.
7. Analyze the potential effect of a “super Transfer of Development Rights” program across downtown. This program would allow Pioneer Square property owners to sell development rights to developers of other projects anywhere in downtown upon the condition that the proceeds of the sale would be used to fund new development or building rehabilitation for housing in Pioneer Square.
8. Develop an urban model for community land trusts; consider its suitability for artist live/work buildings.
9. Allow low-income housing tax credits to be used for artist live/work spaces.



Proposed Football Stadium Mitigation Recommendations

1. **Secure a commitment for mixed-use development on the Kingdome North Lot with a significant portion for middle-income affordable housing by 2005.**
Make the property transfer of the Kingdome North Lot contingent upon this development. Include requirement that redevelopment address, at a minimum, 1100 parking spaces required for stadium use, as well as parking to meet community needs.
2. **Establish a fund to be used to leverage housing development in Pioneer Square.**
These funds could target specific types of housing. Types of financing could include gap financing and loan guarantees, or funds could accrue interest or be augmented by other fund sources. Funds could be used by for-profit or non-profit developers, and could be used for the rehabilitation of existing properties or for new construction.

Strengthening Our Economic Base

Objective: Improve economic vitality while maintaining Pioneer Square's diverse and unique character

There is strong consensus that a healthy and diverse business base is critical to the future of Pioneer Square. The business district is Pioneer Square's living room. It is also a major business center, which attracts a variety of customers and clients, including tourists, and arts and sports enthusiasts. Today, Pioneer Square has an exciting and eclectic mix of businesses – emerging and established, large and small, and quirky and traditional businesses. It has unique strengths, including:

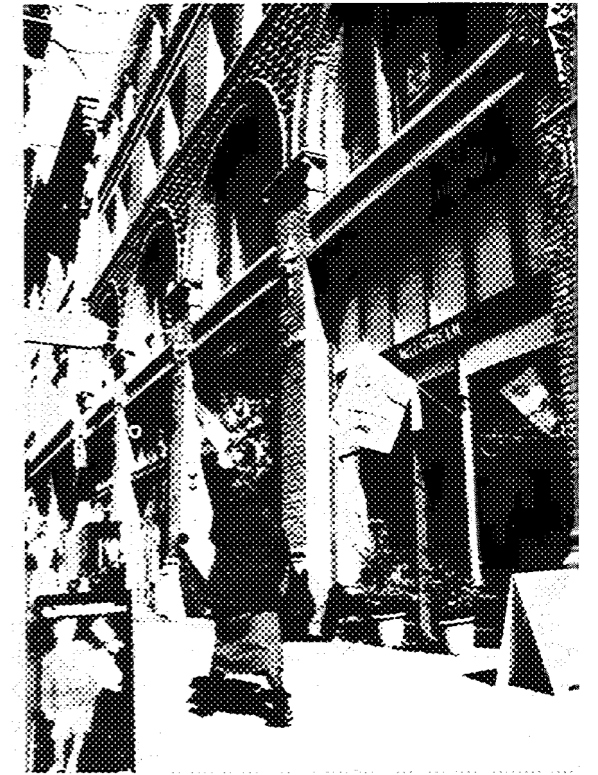
- Destination retail and galleries
- Unique and independent restaurants and nightclubs
- Small technology businesses, especially in the software and web development fields
- Creative professional services, especially in the architecture, advertising, graphic design, marketing, public relations and legal fields
- Major facilities for professional baseball and football and for shows, special events and public activities

This is a time of tremendous, positive economic momentum and change in Pioneer Square. During this time of change, Pioneer Square must seek opportunities to assist its critical small business base and protect its unique historic and arts character. When the development boom is complete, it should be known not as the demise of Seattle's first neighborhood but as its renaissance. Therefore, strengthening the vitality of Pioneer Square's small entrepreneurs must be as important as the development and construction of the many projects affecting their health.

While the economic future appears bright, Pioneer Square also faces a number of challenges. To be economically successful in the next century, the following issues must be addressed:

- **Pioneer Square's public image has suffered.** A safe, clean and attractive environment must be created and maintained. Underlying issues behind the dysfunctional behavior in public areas must be addressed jointly with social service providers. Public areas and historic buildings should be better maintained. An on-going marketing effort is also required to positively promote Pioneer Square as an outstanding neighborhood in which to shop, work, visit, live and have fun.
- **Pioneer Square should be more pro-active about its economic future.** Critical market research is required to strategically market and nurture economic development. Stronger working relationships must be nurtured between business and property owners, between the business community and the neighborhood's residents, and between Pioneer Square and neighboring districts and other key stakeholders including sports facilities and local government.
- **Access must be ensured.** Construction disruption only exacerbates existing access issues for Pioneer Square's business. The lack of adequate parking, the impact of sporting events on the ability of customers and clients to access retail and service business, and constant utility construction make doing business in Pioneer Square difficult. An access and parking plan is critical to the business community's future.
- **"Pioneer Square - Closed for Construction."** A number of significant public and private construction projects are leading to the impression that "you can't get there from here." A significant construction mitigation campaign is required to let the public know that Pioneer Square, and its small businesses, are open for business.

The goals of the following recommendations are to create an environment which is supportive and nurturing for businesses; create opportunities to assist in the economic growth of existing businesses; and create opportunities to attract synergistic new businesses to Pioneer Square.



Guiding Principles

- Constantly celebrate Pioneer Square's unique character, energy and mix of businesses
- Ensure and maintain a clean, safe and attractive environment
- Recognize Pioneer Square as a nexus of creative, technological and entrepreneurial leadership, and actively support this climate
- Position Pioneer Square and its businesses as a regional destination for customers and clients
- Ensure the highest level of access to Pioneer Square and parking for local business during events
- Activate the synergistic potential between development projects, neighborhood enterprises and the local labor pool – especially the low-income and shelter residents
- Develop the Kingdome North Lot with the best combination of retail, housing, commercial uses, parking and public space to expand the residential population and act as the southern anchor for stability and prosperity in Pioneer Square.

Recommendations

1. Dedicate City staff time and resources to support the local Economic Development initiative.

It is in the economic self-interest of all stakeholders (businesses, property owners, stadiums, City of Seattle, utilities and others) to work together to create a shared economic action plan for Pioneer Square. This project team would:

- Secure funding of the March 1998 Economic Development Action Plan
- Develop priorities, identify existing funding resources (business, First & Goal, neighborhood matching fund, etc.) and potential resources (such as through utilities)
- Create a timeline and begin program implementation.

2. Create an economic information data base.

Charting the course for Pioneer Square’s economic future requires comprehensive information about existing conditions and potential growth areas.

- Conduct a **survey of Pioneer Square’s existing businesses** (both ground and upper floor throughout the urban village boundaries) to determine needs, attitudes and potential growth and expansion opportunities. The survey should also review potential direction for the existing Pioneer Square Business Improvement Area (BIA). Finally, the survey should be used to create a database of existing businesses – uses, square footage, ownership, etc.
- Conduct a **survey of Pioneer Square’s commercial property owners** to determine needs, attitudes and potential growth and expansion opportunities. The survey should also review the potential direction for the existing Pioneer Square Business Improvement Area (BIA). Finally, the survey should be used to create a data base of existing uses and vacancies.
- Create a business **database**, with map, of the locations and uses of existing Pioneer Square businesses. The database should also inventory vacant spaces, development opportunity sites and projects under construction. Update the database annually.
- Conduct a **market analysis** to determine overall business sales, current employment, economic niches and potential development opportunities. Update sales and employment trends annually.
- Determine the need for **additional consumer research** (focus groups, telephone survey, intercept survey and other methods).
- Create an **economic resource center and website** to include past and current planning studies, area maps,



research information, samples of promotional materials and other information. The resource center would also have market data sheets to help existing and potential businesses better understand the Pioneer Square market. The website would also have links to existing businesses and services.

3. Create an environment for economic success.

Several measure must be implemented in concert to make the experience of shopping in, working in, and visiting Pioneer Square more positive.

- Work with the government and the sports stadiums to ensure the **highest standards of public safety and cleanliness** in Pioneer Square. This includes advocating to police to enforce public behavior standards, advocating to the Parks Department to do more and better park maintenance, advocating to SEATRAN to keep streets, alleys and sidewalks clean and functioning.
- **Maintain cleanliness of public and private areas** by encouraging 100% subscription to CleanScapes, a local cleaning service employing disadvantaged residents, by each property owner in Pioneer Square.
- Participate in the implementation of the **Downtown-wide Business Improvement Area** to ensure a coordinated and supplemental public safety and maintenance program.
- **Recognize existing successful property owners** who are creative and flexible in attracting and supporting their business tenants. Facilitate sharing of best prac-



tices among all property owners and create a climate of mutual support.

- Encourage property owners to maintain their buildings by **enforcing the minimum maintenance standards**.
- Facilitate **pooling of resources** among property owners to buy expensive services such as awnings, brick washing, and maintenance services and create a low-interest loan-pool program to assist with facade improvements.

4. Create a year-round marketing and promotion campaign.

Pioneer Square must be positively promoted as an outstanding neighborhood in which to shop, work, visit, live, and have fun.

- Analyze the opportunity to **refocus the existing Pioneer Square BIA** so that it focuses on marketing and promotion. (The downtown-wide BIA would take over security and maintenance programs.) Determine the potential to create a significant marketing budget, including funds for marketing expertise. Determine potential to expand the boundaries of the existing BIA.
- Create and implement a **four-year marketing and promotion plan** to help mitigate the impact of construction and promote the positive aspects of Pioneer Square. The plan should be modeled after the successful Downtown Seattle Association effort to mitigate the impact of construction of the downtown transit tunnel. \$600,000 was raised for marketing with equal funding



from retail core businesses, businesses outside of the retail core, the City of Seattle and METRO.

The Pioneer Square marketing plan would define the framework for a year-long advertising campaign, public information program, special events/festivals program and “emergency response” program.

The advertising campaign should include both institutional programs and co-operative advertising for Pioneer Square. The campaign should also focus on **all** types of businesses.

The public information campaign should include the generation of positive stories about Pioneer Square, editorial board briefings, a focus on how to get around and use Pioneer Square, and other press strategies. A spokesperson should also be identified who could quickly respond to issues and take advantage of opportunities.

The special event/festival campaign should strengthen existing events (Fire Festival, Fat Tuesday, Christmas, etc.) and add new events. Funds should be developed to hire special events expertise for Pioneer Square.

- Implement a **pedestrian navigation system** through Pioneer Square. (See Public Spaces, page 6.)
- Manage and fund **joint marketing program for the stadium/exhibition center and Pioneer Square businesses**. Develop a joint marketing program to best

ensure event goers are attracted to the features and destinations in Pioneer Square.

5. Create an internal communication system.

Local businesses would like to support each other more, but need better methods to do it.

- Create a **comprehensive directory and/or website** of local businesses and their services. Distribute it to neighborhood businesses as well as the surrounding neighborhoods.
- Set up **one-on-one interviews** with the top 25 Pioneer Square businesses to determine their needs and expansion opportunities.
- Organize **educational/social events** for local business operators to facilitate cooperation and sharing of best practice techniques and learning about resources available to local businesses.
- Develop and distribute a **Pioneer Square business newsletter** to businesses, property owners, community stakeholders, government leaders and others.

6. Create a business development program.

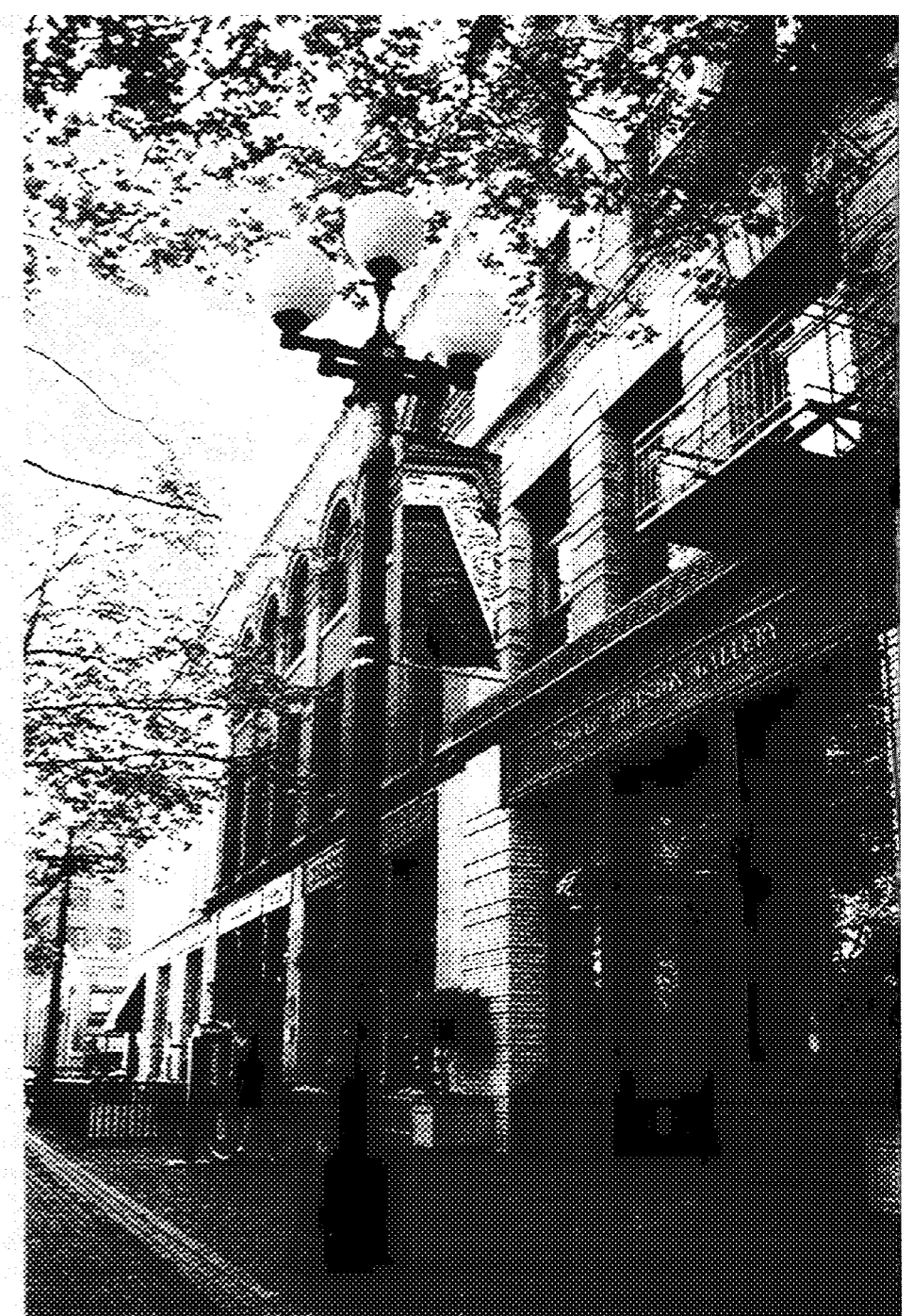
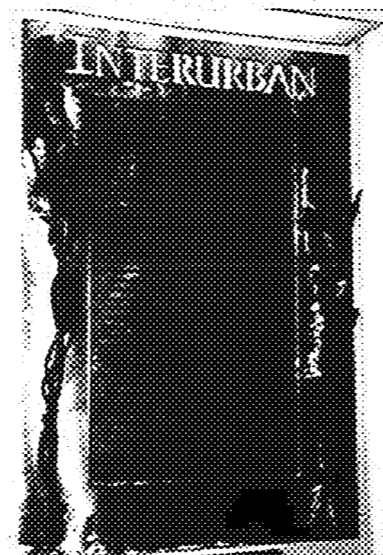
Attracting synergistic new businesses, nurturing existing businesses, and pursuing maximum economic opportunities requires a professionally and energetically managed business development program.

- Create and fund **business advocacy expertise** to network outside to find new businesses and help them find a location that suits their needs. This position will also help businesses work with DCLU and the Pioneer Square Preservation Board to understand requirements.
- Conduct a **regulatory and permit review** of design guidelines and development codes to remove unnecessary barriers and to expedite desired economic activities.
- Create **business incubators**, like the one at the St. Charles Hotel, where small firms share reception area, conference area, equipment and services.
- Create a **business recruitment committee** under the auspices of the Pioneer Square BIA to actively meet with the potential new business prospects in Pioneer Square. An initial emphasis should be on ensuring the availability of basic neighborhood services, such as a bank or credit union.

- Create a **parking management program** for Pioneer Square. See Transportation and Infrastructure, page 21.

7. Initiate processes to employ local residents and use of local businesses.

- Facilitate the **successful transition into long term employment for mission and shelter residents**. Expand successful existing enterprises such as CleanScapes that hire employable low-income residents.
- Develop **partnerships** between local social service agencies and local businesses to place employable low-income and homeless residents in local jobs.
- Secure **jobs in the new stadium, ballpark and exhibition center developments** for low-income Pioneer Square residents.
- Encourage and facilitate the operation of concessions and site cleaning by local neighborhood businesses. Work in partnership with local businesses to contract them to **operate concessions** within the stadium and exhibition center. Contract a local cleaning organization such as **CleanScapes to clean throughout the neighborhood after events**.



Proposed Football Stadium Mitigation Recommendations

1. Fund marketing, public relations and economic development expertise for Pioneer Square as described in this section.

2. Manage and fund a joint marketing program for the stadium / exhibition center and Pioneer Square businesses.

Pioneer Square's future depends on the health and success of its businesses. A component of their success depends on capturing some of the revenue spent by event-goers, especially retail, restaurants, and nightclubs. A joint marketing program can best ensure event-goers are attracted to the features and destinations in Pioneer Square.

3. Encourage and facilitate operation of concessions and site cleaning by local neighborhood businesses.

Work in partnership with local businesses to offer concession opportunities within the stadium and exhibition center. Contract with a community based cleaning organization such as CleanScapes to clean throughout the neighborhood after events.

4. Fund extra police on event days to control traffic and monitor civility of event attendees.

Improving Parking, Transportation and Infrastructure



Objective: Build systems to support the quality of life we want

Pioneer Square acts as a key hub for multiple transportation modes. Pedestrians, cars, surface buses, Amtrak trains, tunnel buses, bicycles, ferry traffic and freight traffic all move through the area, vying for space. Except during Kingdome events and rush hour, traffic currently flows fairly smoothly within and around the neighborhood. However, significant changes coming to the neighborhood soon will place huge new demands on the transportation network:

- (Development of two stadiums and an exhibition hall in the place of one venue
- (Projected increase of 2 100 housing units
- (Regeneration of King Street Station into a multimodal transportation hub
- (Addition of commuter rail service, bringing up to 20,000 commuters through the area daily
- (Extensive commercial development at King Street Center and Union Station
- (Continuing industrial and freight traffic to and from the North Duwamish industrial area and waterfront Port operations.

It will be more and more challenging to keep these multiple modes operating efficiently and safely. The following recommendations target improvements to the transportation and parking system necessary to satisfy future demands.

Pioneer Square’s character and the social life of its streets are dependent on maintaining pedestrian primacy within its core. More and more people who will come to Pioneer Square for diverse activities – shopping, working, visiting tourist destinations, eating out, going to nightclubs, attend-

ing events at venues, sitting at sidewalk cafes, hanging out – need to share the same streets and sidewalks. For residents and businesses, these same streets are our front doors and back porches. The streets must maintain their pedestrian character and be adaptable for these ever-changing uses.

Parking and access during events represent a key area where substantial improvements are required immediately. The local parking supply disappears during stadium events, preventing customers from patronizing local businesses. Congestion and current event routing measures prohibit customers, residents and workers from entering their neighborhood. Proposed solutions for parking and access are the most critical to implement immediately.

As the above changes bring more and more people into Pioneer Square, it will be necessary to increase and improve transit service to the area. Transit recommendations are aimed at improving bus service to downtown, increasing transit use by event goers, and concentrating services at the multimodal transportation node at King Street Station.

Pioneer Square borders the waterfront and one of the most important industrial zones in the state. Traffic critical to the economy must have efficient access to the regional transportation system from the Port, the North Duwamish industrial area, and the ferry docks. However, this traffic must continue to be routed outside of the Pioneer Square historic district. Proposed grade separation projects must be implemented to achieve efficient and safe flow for this critical traffic.

Guiding Principles

- Preserve and enhance pedestrian primacy on non-arterial streets
- Keep Pioneer Square open for business during events with maximum transportation demand management measures
- Expand the availability of parking spaces for customers, restaurant and club patrons, and residents during events
- Provide excellent transit service to and from the area, and clear pedestrian connections to facilities within area
- Provide infrastructure and traffic management to allow port freight traffic, industrial traffic, ferry traffic and event traffic efficient access to the regional transportation system while preserving the pedestrian character of Pioneer Square
- Keep 1st Ave for local use primarily by keeping parking lanes for parking and routing event traffic, ferry traffic and freight traffic outside Pioneer Square core
- Provide adequate utility capacity and reliability to accommodate projected needs of South Downtown projects and growth in the three neighborhoods

Recommendations

TRAFFIC AND ROUTING

- **Implement Traffic Demand Management (TDM) measures for ballpark, stadium and exhibition center events to keep Pioneer Square accessible to non-event patrons and residents.** (The Parking Access Review Committee, PARC, is currently fine-tuning these recommendations.)
 1. Raise costs for low-occupancy vehicle parking on stadium controlled lots.
 2. Provide information and strong incentives for high-occupancy vehicles to park in designated satellite lots outside Pioneer Square.
 3. Install electronic signs with real-time alerts on parking and traffic flow before/after events.
 4. Implement a park-and-ride program similar to that at Husky Stadium which provides ticket holders strong incentive to use buses to reach the stadium.
 5. Extend parking meter hours throughout entire Metro Ride-Free Area, not just Pioneer Square.
 6. Retain curbside parking on 1st Ave during events.
 7. Route southbound event traffic (from 99 or Central Business District) on 2nd Ave and 2nd Ave Ext. and 4th Ave; keep 1st Ave for Pioneer Square access only.
 8. Utilize the bus tunnel for transporting event patrons from the Central Business District parking garages. Create marketing /educational program promoting bus tunnel benefits.
 9. Reconsider current policy to close northbound 1st Ave from Royal Brougham and route all traffic to 99 on ramp during peak event times. Access to Pioneer Square must be allowed.
- **Ensure pedestrian primacy in Pioneer Square.**
 1. Clearly mark street crossings with pedestrian cross lights and cross walk striping at all intersections.
 2. Design and implement pedestrian navigation system to help visitors locate destinations throughout Pioneer Square, especially at transit nodes. (See Public Spaces section.)
 3. Define surface-level pedestrian connection between South Downtown and the waterfront. (See specific recommendations in Public Spaces, page 11.)
- **Improve alley access and usability.**
 1. Improve the pedestrian experience and access to back entrances of buildings.
 2. Establish design guides for improved lighting.
 3. Remove or enclose dumpsters.
 4. Repair and resurface alley paving.
 5. Designate temporary loading zones in alleys for service vehicles.

- Improve the flow of traffic bound for other destinations around Pioneer Square.**
 - Place signage directing through-traffic around the Pioneer Square core at strategic locations outside the district.
 - Route north and south-bound traffic for destinations beyond Pioneer Square to 2nd Ave, 3rd Ave and 4th Ave.
 - Fund and build the proposed grade separation for SR 5 19 to provide direct access to the freeway system from the Coleman Dock and Port of Seattle Terminals 37 and 46.
 - Maintain existing arterial designations for Jackson Street, 2nd Ave, and 4th Ave.
- Route ballpark and stadium event traffic and ferry traffic away from the heart of Pioneer Square.**
 - Primary pedestrian routes from north to south are 1st Ave from Cherry to King, Occidental Ave from Yesler to King and Alaskan Way along the waterfront. Primary pedestrian routes from west to east are Yesler, Washington, Main and Jackson. These priority pedestrian streets shall not be used for Ferry Terminal vehicular access.
 - Implement the proposed remote ferry holding area south of King Street and west of 1st Ave to improve ferry traffic flow on Alaskan Way. Ferry traffic shall arrive and depart by Alaskan Way and Royal Brougham. Traffic from the remote holding pen shall arrive to the terminal by Alaskan Way. The route shall not utilize lanes under the viaduct.
- Improve bicycle connections along the waterfront and to the Mountains to Sound Path.**
 - Develop/expand a continuous bike trail from Magnolia through the waterfront, Harbor Island to West Seattle. (See Public Spaces section, Waterfront Connection.)
 - Connect from this waterfront path east to the Mountains to Sound Path along Main Street. This area of the path should remain urban in character.

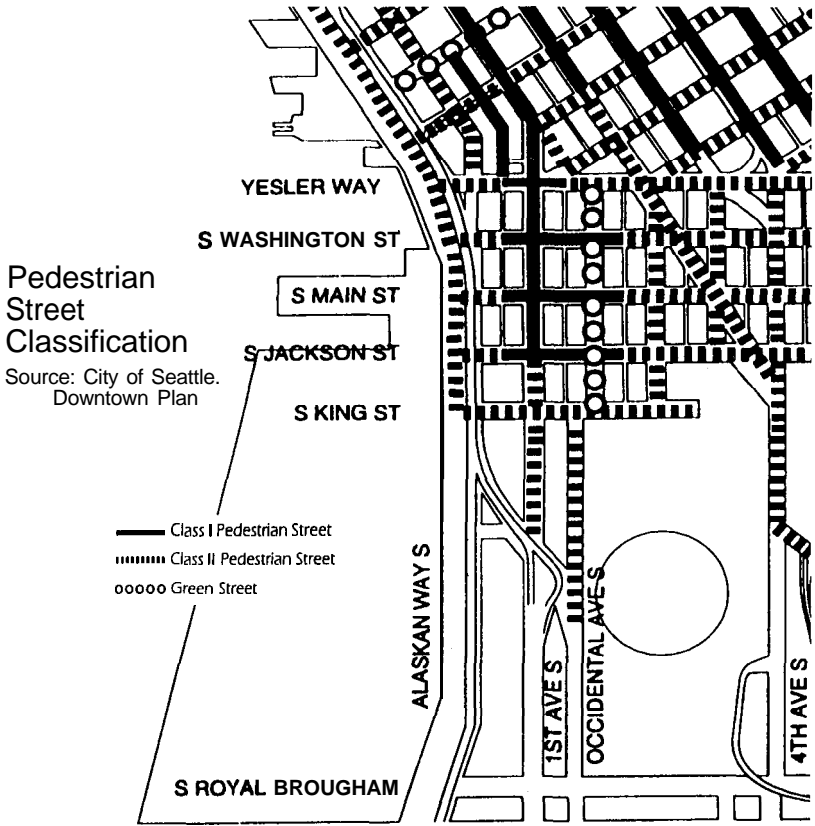
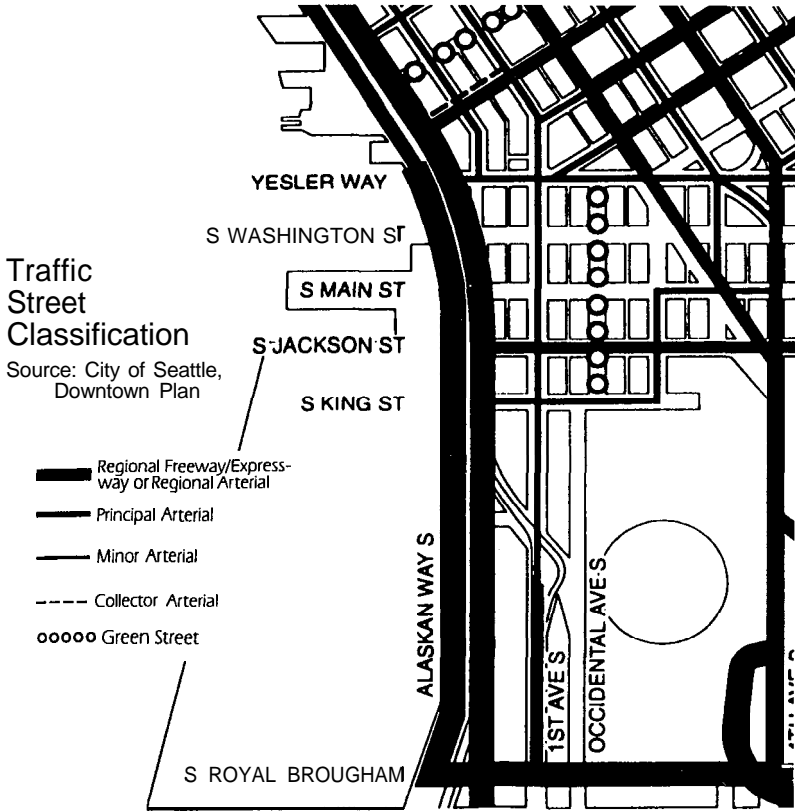
PARKING AND ACCESS

- Secure a parking facility to serve local parking needs, accessible even during events.** Analyze feasibility and potential market to determine the most effective solutions. Explore partnerships with parking operators to provide parking to Pioneer Square residents and employees.
 - Define the capacity needed year round and during events. Identify requirements for a facility that meets the defined needs for residents, local business and non-stadium event uses.
 - Target potential sites and partnerships to build, purchase or lease facilities that suit the neighborhood’s need. Suggested sites for analysis include the two parking lots on Occidental Park (if developed), and the two parking garages at 1st Ave and Columbia.
- Centralize responsibility for developing a parking and access program and managing operations on behalf of community interests.** Responsibilities may include: managing district TDM programs, implement-

ing a parking program for non-event uses as described above, advocating for the community on parking and access issues, and assisting with marketing strategies for improved parking and access.

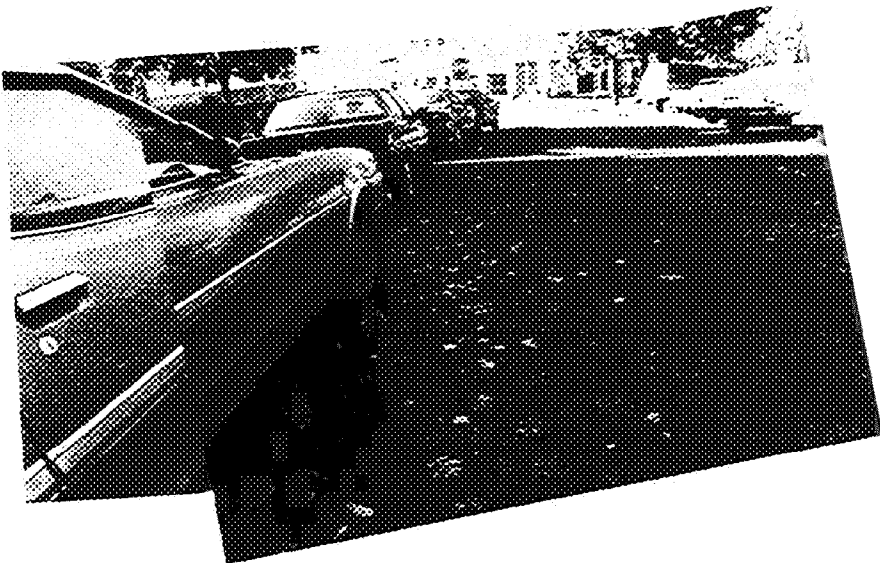
- Improve availability of on-street parking.**
 - Participate in “smart meter” test on 1st Ave or other high priority locations. Develop a plan for testing programmable meters including: communicating to neighborhood business and residents about the benefits, identifying specific problem times and dates to target and locations to test, and defining meter settings.
 - Support downtown wide parking regulations. Pioneer Square must not be singled out with neighborhood specific restrictions. The entire City must bear the cost of parking and access problems caused by impacts of the new stadiums.
 - Consider measures such as increased fines to to deter on-street parking violations and increase turn over during peak demand hours.

- Develop an access program to improve access in and out of the neighborhood during events for residents, business operators, customers and employees.**
 - Establish funding to design and manage a pass program that provides identified community stakeholders access to neighborhood through event traffic routing barricades. This will entail developing guidelines and eligibility standards, designing a system jointly with stadium, ballpark, and Seattle Police Department representatives, and setting up long-term management of the program. Model this program after examples established in other event-congested areas like those for Husky Stadium and Seattle Center venues.



TRANSIT

- **Improve transit service and circulation in downtown neighborhoods.**
 1. Improve interval timing and expand circulation service for buses on 1st Ave to the Central Business District.
 2. Extend bus tunnel hours to late in the evening and on Sundays to capture event patrons.
 3. Do not extend the free-ride zone. Instead, provide free shuttles from Central Business District or south parking lots to stadiums.
 4. Make it easy for event-goers to use transit by simplifying Metro service information. Consider color coding or destination-to-destination route information.
- **Improve King Street Station facilities and access.** Pioneer Square strongly supports locating the RTA transit hub at this station.
 1. Adjust bus stops and schedules to maximize efficiency for commuters switching modes.
 2. Design the public plaza and implement elements of the navigation system to help people find important local destinations. (See Public Spaces section, 4th and Jackson, for recommendations on this project.)



INFRASTRUCTURE

- **Improve the condition and capacity of utilities in areas targeted for development.**
 1. Keep current projections of future demand and needed capacity in growth areas. Prepare and regularly update reports that project growth for at least a three-year period. Develop strategies for coordinating major infrastructure improvements to meet future demand projections.
 2. Improve the coordination of infrastructure improvements with development project upgrades. Consolidate work in streets affecting access to and through Pioneer Square. Ensure the scheduling of work allows efficient and continuous access.
 3. Coordinate partnerships between utilities and private developers for more complete street repairs and to pool resources to deliver identified pedestrian streetscape improvements.
 4. Ensure that the 1% for art funds generated through utility and infrastructure improvements in Pioneer Square are allocated proportionately in the neighborhood.
 4. Inform the community several months in advance of upcoming closures, locations, and duration of work projects by notifying community organizations and adjacent affected business and property owners.
- **Improve structure and foundation of specified areaways. (See Public Spaces section, page 7.)**
 1. Refer to the 1984 Seattle Engineering Department Areaway Rehabilitation Program for a description of needed areaway improvements.
 2. Develop funding partnerships between the City of Seattle and involved property owners.



Proposed Football Stadium Mitigation Recommendations

1. **Initiate, fund, and manage a Transportation Management Plan (TMP).**

A TMP must be developed to:

 - Identify target event traffic volume and modal split goals
 - Identify a range of methods to reduce traffic and parking demand
 - Develop event management guidelines and public information processes
 - Manage resultant pedestrian and vehicular traffic, and
 - Set up a process to implement strategies and monitor their effect.

The Parking and Access Review Committee should work to further develop, refine and modify the transportation management plan consistent with this Plan.
2. **Secure parking to be available for local businesses and residents during events, distant from heavily congested areas.**

This facility must be located outside of event-congested areas to serve local parking needs during events. Analyze feasibility and potential market to determine the most effective solutions. Explore partnerships for local use of parking in the northern area of the neighborhood with private lot owners.
3. **Develop and implement a community access program that allows residents and workers free access through event routing barriers.**

Develop a program to improve access in and out of the neighborhood during events for residents, business operators, customers and employees. Establish funding to design and manage 3 pass program that provides identified community stakeholders access to neighborhood through event traffic routing barricades. This will entail developing guidelines and eligibility standards, designing a system jointly with Stadium and Seattle Police Department representatives, and setting up long term management of the program. Model this program after examples established in other event congested areas like University of Washington Husky Stadium and the Seattle Center vicinity.
4. **Build a parking structure on the Kingdome North Lot.**

Conduct feasibility study for building a parking structure to, at a minimum, replace the 1100 spaces currently on the North Lot. This structure will protect the existing supply of parking as well as enhance the possibility of future development on this site.

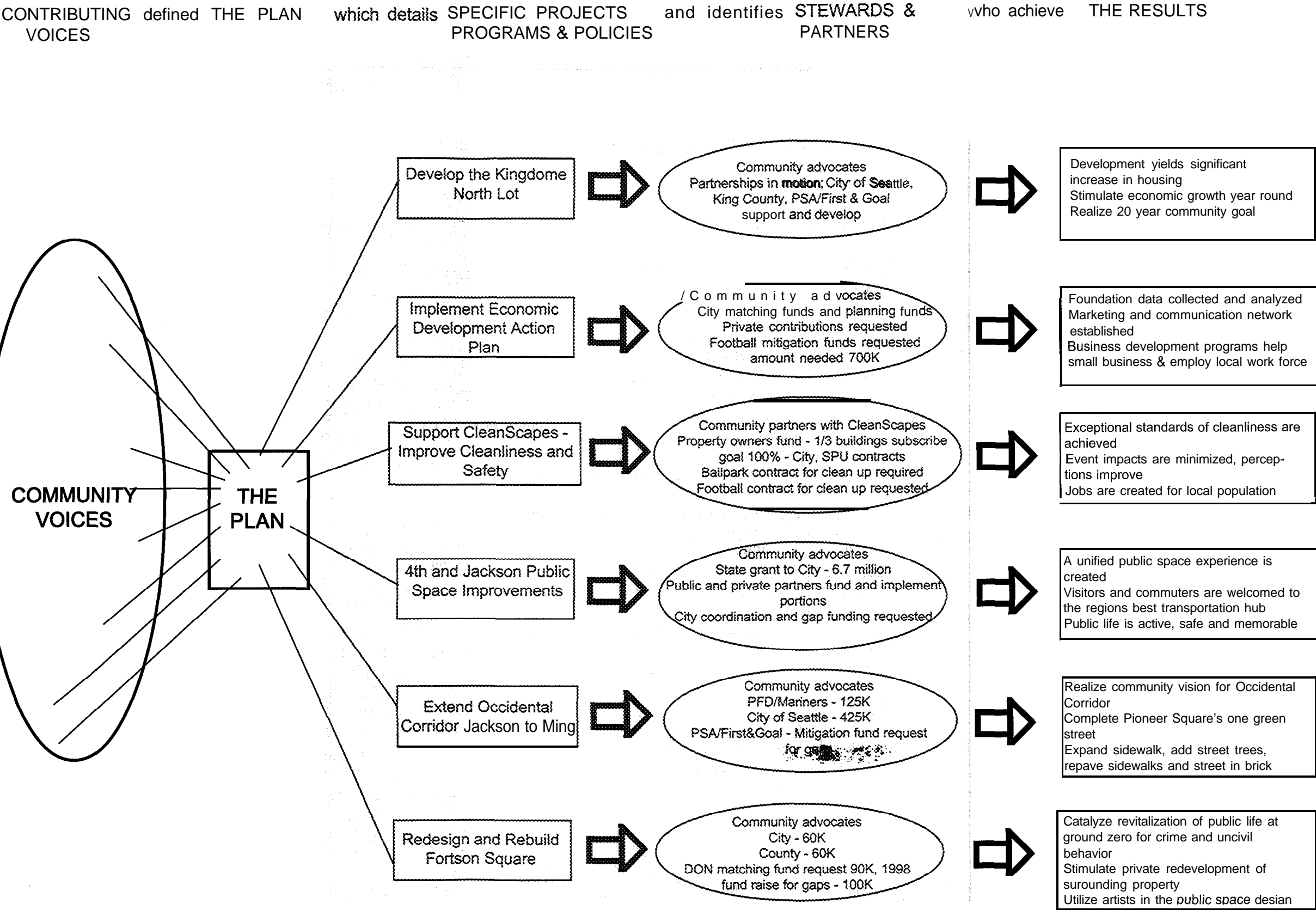
Partners and Stewards: Implementation Strategies

Action Planning

Pioneer Square is utilizing the neighborhood planning process to identify what we want and to bring key players to the table to implement projects. This is an alternative process of planning in that it structures the process of realizing the plan concurrent with creating it. This process is proactive and opportunistic, and allows the neighborhood, City and County to participate in real time with the development forces shaping South Downtown.

Early in 1997 the Pioneer Square Community Council, Business Improvement Area, Community Development Organization and Planning Committee began working together as Merged Interests. The Organizations co-located and began collaborating with project partners and government agencies to capitalize on the unprecedented development boom. The members of these organizations are working hard to realize great things for Pioneer Square. The neighborhood is organized and operational; exciting initiatives are already underway.

This diagram represents the action planning process by showing examples of projects in motion. These real and active projects are happening, with momentum provided by a variety of stewards and financial support from a variety of partners. This is not a complete list, but rather a few key examples of how various stakeholders are working together to make great things happen.



Get Involved
With Neighborhood Planning



The neighborhood is working hard to articulate and communicate our vision of the future. We have accomplished a great deal but there is much work to be done. We invite your support in ensuring the Historic District thrives for the next 100 years.

If you have missed all the action to this point or have fallen out of the information loop — now is a perfect time to get involved! The Planning Committee welcomes your participation during this critical

and exciting time in the history of Pioneer Square.

Here are several ways you can comment and learn more about the Draft 1998 Pioneer Square Neighborhood Plan. The input we gather from you through these forums will be folded into the final 1998 Pioneer Square Neighborhood Plan, scheduled for completion early this summer. We want to hear what you think!

To receive copies of this plan or for information about comment opportunities contact the Pioneer Square Planning Committee
contact: Renee Tanner
157 Yesler, Suite 410
Seattle WA 98104
phone #: 623.4950
email: renee@pioneersquare.org

Special appreciation goes to the community organizations who comprise Merged Interests. The board members, volunteers, and staff of these organizations have supported and enthusiastically engaged the planning activity. These organizations will steward the implementa-

POTLUCKS

Every Monday evening in April, a community group will host a potluck showcasing the plan by issue area. Bring a covered dish, dessert or refreshment. Stop by any or all of these social events designed to celebrate the neighborhood's hard work and engage the community in dialogue about the goals and recommendations outlined in the 1998 Plan.

Transportation, Parking and Infrastructure
Monday April 6, 5 to 8 PM
Hadley's On First, 205 First Avenue South

Improving Public Spaces
Monday April 13, 5 to 8 PM
NBBJ Gallery, 111 S. Jackson

Strengthening Our Economic Base
Monday April 20, 5 to 8 PM
Rock Pasta, 322 Occidental Avenue South

Broadening Housing Availability
Monday April 27, 5 to 8 PM
Home and Studio of Pepper the Magician
211 1/2 First Avenue South

PUBLIC DISPLAYS

Beginning in late March and continuing through April and May, watch for public displays placed in popular gathering places around the neighborhood. Take some time to review the recommendations and encourage your friends and neighbors to comment and get involved.

REQUEST FOR PRESENTATIONS

Schedule a special presentation for your organization, association, business or special interest group. Planning Committee members and technical consultants are available to answer questions, explain the process, and incorporate your points of view regarding the 1998 Plan.

FEEDBACK

Contribute your comments and suggestions in writing. Please send comments to the planning office by mail, or drop them into the box located at the Grand Central Arcade, or bring it in person to one of the potlucks.

tion of many of the recommendations identified in this plan.
Thank you!
Pioneer Square Community Council
Pioneer Square Business Improvement Area
Pioneer Square Community Development Organization
Pioneer Square Preservation Board

Pioneer Square Planning Committee
503 (c)3 non-profit organization established March 1996

Vision Statement

The PSPC will coordinate an educational community process for all stakeholders about the long-term and short-term priorities for the Pioneer Square Historic District and Urban Village. Our work will focus on the update and management of the approved 1991 plan and move

Phase I Nov. 95 to May 97

Board Members
President, Renee Tanner
Vice President, John Chaney
Treasurer, John Speirs
Secretary, Cath Brunner

Tina Bueche
Tom Gomez
Jennifer Meisner
Suzanne Mitchell
Cathryn Vandenbrink
David Brunner
Paul Niebanck
Daniel Melone
Katherine Olson

Phase II June 1997 to Present

Board Members
President, John Chaney
Vice President, Paul Niebanck
Treasurers, Shannon Yates, Anthony Reifers
Secretary, Cash Brunner

David Brunner
Pandora Degreen
Suzanne Mitchell
John Speirs
Mario Campos
Jennifer Meisner
Bradley Scharf
Reyn Yates

The Planning Committee recognizes the following community members for significant involvement in the Phase II process, specifically the 1998 Plan document

Cary Atlas
Tyler Bech
Bif Brigman
Elizabeth Conner
Michael Fajans
Kate Joncas
Todd Larsen
Ellie Schroeder
Eugene Wasserman
Karen Bean
Sara Jane Bellanca
Kevin Carl
Dana Cox
Mardy Gordon
Phil Klinkon
Rebecca Roush
Cathryn Vandenbrink
Cliff Willwerth

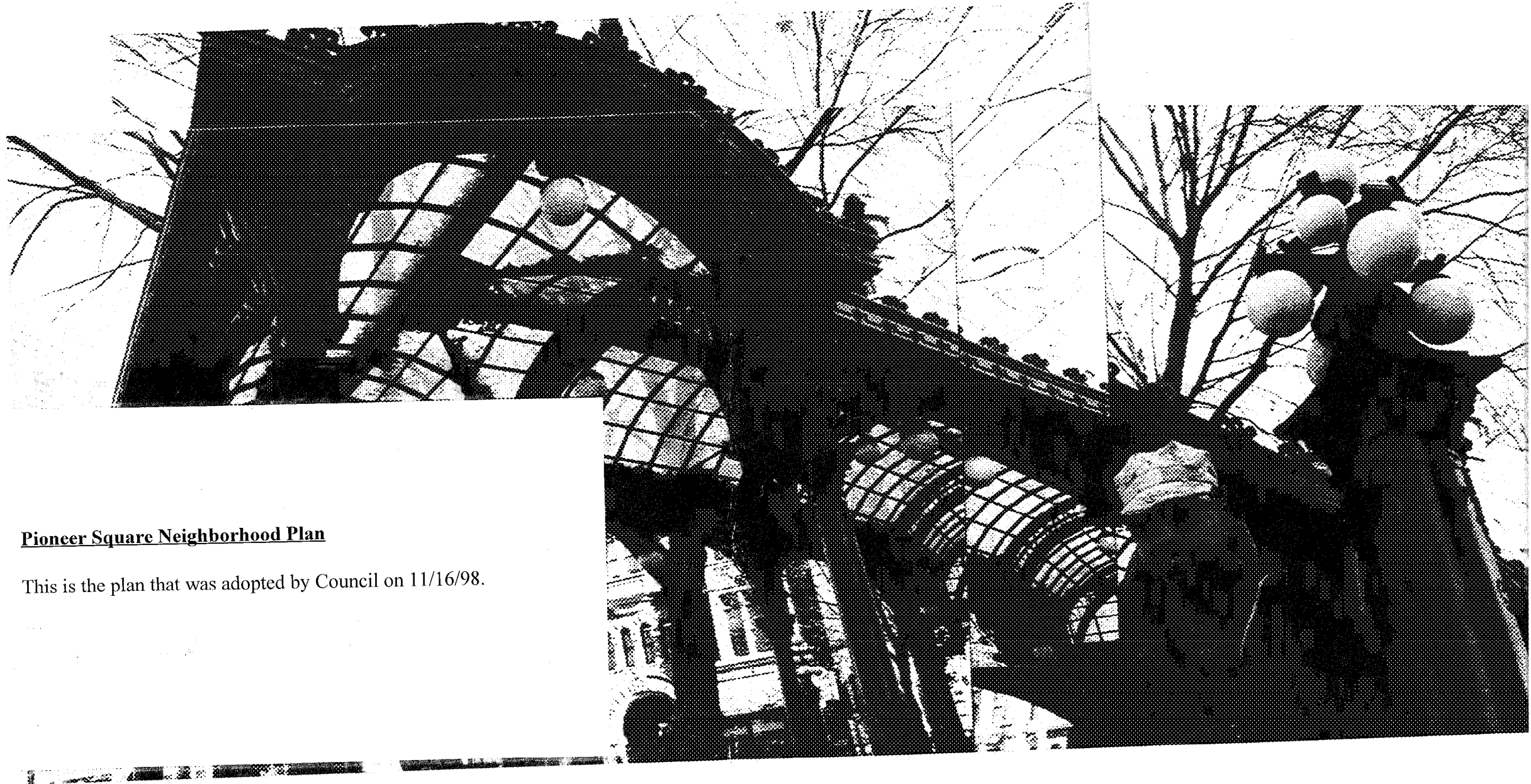
forward recommendations in the plan by outlining strategies for implementation and funding. We will work cooperatively and collaboratively with all interested parties and be accountable for the goals and priorities of the Pioneer Square community as established in the 1995-1997 Pioneer Square Phase I planning process and the 1997-1998 Phase II planning process.

Neighborhood Planning Office
John Eskelin and Cliff Louie, Project Managers

City staff contributing to the 1998 Plan
Steve Pearce, Strategic Planning Office
Ethan Melone, Strategic Planning Office
Mike Morris Lent, SEATRAN
Mark Johnson, Department Construction and Land Use
Karen Gordon, Department Of Neighborhoods

Neighborhood Planning Office
John Eskelin, Project Manager

Phase II Consultants
J. Renee Tanner Consulting
Renee Tanner, Phase II Plan Coordinator
Sub-Consultants
Cary Moon, landscape architect/urban designer
Gerald Hansmire, strategic advisor
Ken Saunderson, economic development plan
Jim Reid, facilitator
Plan production help
Neil Hoopman, graphics assistance
Chris Manic, alleys/cleanliness sections
Martha McDonough, editing

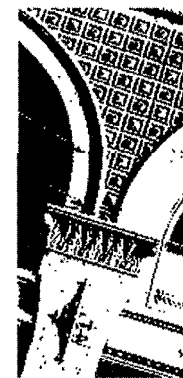


Pioneer Square Neighborhood Plan

This is the plan that was adopted by Council on 11/16/98.


Pioneer Square
Neighborhood Plan

March 1998



PIONEER SQUARE
PLANNING
COMMITTEE

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98104